

News Release



BASF at In-Cosmetics 2012: experience the pulse of consumers and the market

BASF will be attending this year's In-Cosmetics trade show in Barcelona, Spain, where it will be inviting visitors to experience its latest innovations, and offering them an exclusive look at what lies ahead in the personal care market. From April 17 to 19, BASF's Care Chemicals division will also present its new communication strategy for this market and will showcase its forward-thinking personal care concepts and solutions at booth D40. BASF experts will share their know-how both at the booth and in workshops, innovation seminars and podium discussions.

BASF constantly strives to develop innovative products and concepts for various applications in the personal and beauty care markets, and aims to help its customers leverage the most current trends. At this year's In-Cosmetics, the world's leading supplier of high-quality ingredients and actives for the personal care industry will give customers the opportunity to experience the pulse of consumers at their booth. BASF's Care Chemicals experts will also present their new communication strategy and will share insights into their innovative approaches towards the personal care market.

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Raquel Ark

BASF Personal Care Europe

Phone: +49 2173 4995-464

raquel.ark@basf.com

Anne-Laurie Rodrigues

BASF Beauty Care Solutions

Phone: +33 1 4964 53-88

Fax: +33 1 4964 53-85

[anne-](mailto:anne-laurie@basf.com)

laurie.rodrigues@basf.com

Visit BASF Personal Care and BASF Beauty Care Solutions at In-Cosmetics in Barcelona, Spain, from April 17 to 19, 2012, at booth D40

BASF SE

67056 Ludwigshafen

Phone: +49 621 60-0

<http://www.basf.de>

Corporate Media Relations

Phone: +49 621 60-20916

Fax: +49 621 60-92693

presse.kontakt@basf.com

Targeting different consumer groups

People's daily lives are characterized by the need to make themselves stand out, while taking part in society. As such, individualization and authenticity can be considered as mega and macro trends. Consumers' individuality as well as collectivity impact their lifestyle, priorities and the things they like – and greatly influence which products they buy. According to their personalities, consumers can be divided into different groups, and manufacturers are looking for ways to meet the specific demands of each consumer type. BASF's new concept focuses on these different consumer lifestyles and includes solutions that meet the various needs.

Colors for various formulations

From matte-like to high sparkle – pigments and specialty minerals are often used in cosmetics, beauty care and personal care products to provide certain effects. With its broad portfolio of specialty minerals and effect pigments, BASF offers customers the option to choose from a range of colors and from natural looking, vibrant, shiny and metallic shades. The portfolio also includes the company's new synthetic mica-based pigments that provide a lustrous shine, swirls of shimmer as well as high chromaticity and high purity. Whether for him or her, the new pigments are suitable in various formulations and can even help to create a flawless, natural appearance of the skin.

Good hair day solutions

People's hair can make a big difference as to how they feel on any particular day as well as on their overall sense of well-being. At In-Cosmetics, BASF will launch a range of new ingredients for hair-care products that can help people to have the style they want. The

products will be on display at the company's booth and will also be presented at an innovation seminar on April 19, 2012.

Caring for and styling curly hair, which is typical for Africans, Latin and African Americans, can be especially challenging. Relaxers are already commonly used, but often cause hair damage. As a result, consumers are increasingly looking for new products that allow the hair to be straighter and at the same time to be conditioned, protected and strengthened. To improve both the mechanical stability and tactile properties of the relaxed hair without influencing the straightening efficacy, BASF has developed a novel compound that can be easily incorporated into lye relaxer formulations.

Formulating hair styling gels that offer high setting performance is another major challenge for the hair-care industry. Traditional thickeners can only be combined with a limited choice of styling polymers, and so BASF has developed a new liquid thickener that's tailor-made for clear and smooth hair styling gels. It is cold processable, easy to handle and shows a high setting performance due to synergy effects with conventional styling polymers.

Meet BASF experts

"We want to shape the personal care market, both today and in the future and therefore, at BASF, we strive for a deep understanding of consumer needs and habits. This understanding along with our technological excellence and formulation expertise makes us a valued partner for the personal care industry." says Thomas Schroeder, BASF Business Manager Personal Care Europe. "We will also continue to focus on consumer trends such as well-being and sustainability in order to work closely with our customers towards sustainable market success." During the course of the exhibition, BASF experts will take part in various official sessions,

including workshops, innovation seminars and podium discussions, where they will share their knowledge and provide insights into the market.

Sessions			
Date & time	Speaker	Topic	Location
April 17, 2.00-6:00 p.m.	Uli Osterwalder (POSITION)	What's New in Sun Protection? Scientific Seminar: "Spotlight on Sun Protection"	Plano Salas Hall Europa 1.1
April 18, 11.00-12.00 a.m.	Uli Osterwalder (POSITION)	Panel Discussion: "Exploring the Future of Nano Protection"	Marketing Trend Theatre
April 19, 10:30-11:00 a.m.	Peter Hoessel (Senior Scientist Product Development Polymers Personal Care, BASF SE)	Innovation seminar: "Style and relax"	Innovation Seminar, theatre 1

About BASF Care Chemicals

BASF's Care Chemicals division offers a broad portfolio of products for hygiene, personal care, home care, industrial & institutional cleaning as well as technical applications. Through the acquisition of Cognis, Care Chemicals has become the leading supplier to the cosmetics industry and has strengthened its number one position in products for the detergents and cleaners industry. The high quality product portfolio of the division mainly comprises surfactants, polymers, emollients, chelating agents, UV filters and biocides. The offering is completed by superabsorbents, developed for the requirements in all fields of hygiene applications. Care Chemicals operates production and development sites as well as sales offices all over the world.

About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success, social responsibility and environmental protection. Through science and innovation we enable our customers in almost all industries to meet the current and future needs of society. Our products and system solutions contribute to conserving resources, ensuring healthy food and nutrition and helping to improve the quality

of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF posted sales of about €63.9 billion in 2010 and had approximately 109,000 employees as of the end of 2010. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com or in the Social Media Newsroom at newsroom.basf.com.